Aeroshade Co

Better Porches

with

AEROLUX

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VENTILATING

PORCH SHADES

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ATHENAEUM OF PHILADELPHIA

THE OBJECT of this booklet is simply to indicate in a general way, chiefly by illustration, what constitutes a pleasing, comfortable, useful porch such as might be found on the average home, making no pretense of covering the subject exhaustively.

There was a time when the porch on most homes was considered as a mere architectural adornment with scant attention given to its usefulness. Even in these days there are many people who have not seen its possibilities and if they use it at all are apt to move out a chair or two and stay only until the hot sun chases them away.

But there is a better way and if these pages can show this way it will have achieved its purpose.

In order to be of use to the greatest number of people the majority of illustrations shown herein were selected from among the average moderate priced homes, rather than the exceptional.

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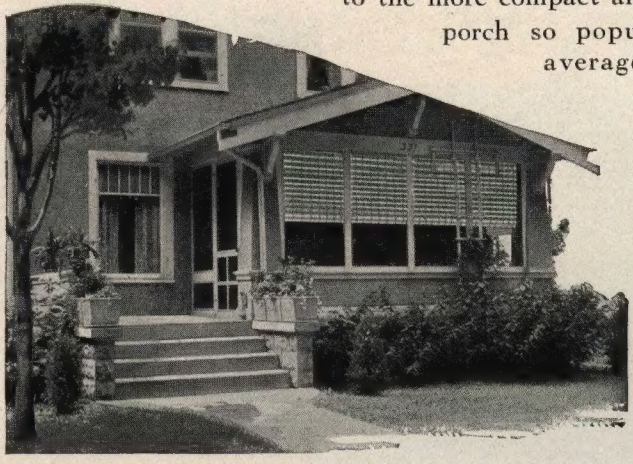
Where the Home Meets the Out-of-Doors

HOW a really livable veranda does beckon us out-of-doors, beguiling us into spending delightful summer hours under its cool, inviting roof, resting, entertaining or dining.

Until comparatively recent times such verandas were seldom seen on other than the larger and better homes. In some sections of the country the porch could be used only a part of the year and it was frequently neglected on the average home to such an extent that it was but partially enjoyable at any time and its full possibilities often indifferently realized.

Happily, our modern architecture and furnishings have developed this exterior room where the home meets the out-of-doors, into one of the pleasantest parts of the house, offering all the comforts and conveniences of an inner room together with the pleasures and benefits of the open air.

From the rather long rambling veranda of our grandfather's days, or the classical high portico of the old southern home down to the more compact and semi-enclosed porch so popular in today's average home represents a radical architectural change. But in the change the porch has gained rather than lost in architectural beauty and it has acquired a



usefulness which the older types never possessed. There are so many kinds of verandas and porches that to discuss them exhaustively is quite beyond this booklet. Nor will structural details be included for it is assumed that the architect or contractor will provide suitable construction. However, there are certain things which deserve attention and which should be kept in mind when planning the truly livable porch.

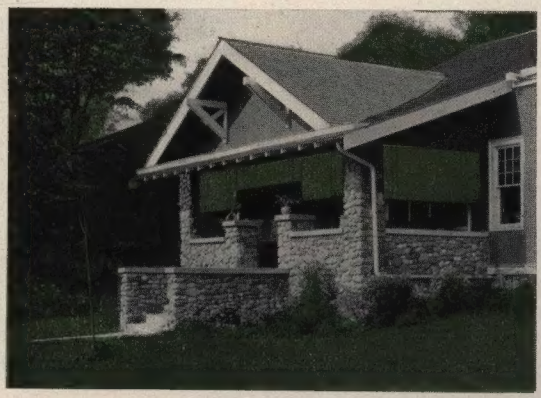
A Plea for Space

For pure downright comfort, include as much open porch space as possible. As a rule this is generally quite easily planned on the more pretentious residences but even here it is often overlooked or reduced to the point where those who have ever enjoyed the luxury of a spacious porch find difficulty in justifying the smaller quarters. Elaborate construction is not essential. Indeed, even so simple a construction as that shown on the opposite page often serves more fittingly than a complicated structure. But the roomy porch which is really livable has so many advantages over the smaller type that it makes the lover of the out-of-doors plead for abundant space.

If, on the smaller home, porch space must be reduced for economy's sake, make it as nearly room shaped as possible rather than long and narrow for cozy groups are more easily arranged in a square than where people must sit in a row. But be sure to include a porch in the plans, making it large enough to be useful. It will pay so many dividends in comfort that the investment will never be regretted.

People who have lived on such pleasant porches as this find difficulty in justifying a present "fad" of building homes without open porches

Whether or not the porch is to be enclosed with a rail (either open or solid) depends on many things. Half the charm of the outdoor living room is the informality which brings the garden or lawn into a close relationship with the porch and the absence of a rail serves to bring the two closer together. More practical reasons often make a rail desirable, particularly on the smaller average porch. Protection against wind and rain is necessary. Mosquitoes sometimes make the open porch uninhabitable during the evenings, which are generally the pleasantest outdoor hours of the day, so that both a rail and screening are desirable. And the closed rail greatly simplifies the screening problems. In the case of the home built on an ordinary city lot the garden or lawn seldom enters into the consideration of the porch, and here the closed rail is preferable as it goes far in giving the desired feeling of privacy.



On such a porch as this these color-fast cretonnes and AEROLUX Ventilating Shades are more appropriate and useful than expensive draperies and cloth shades.

Sun Porches-Rooms of Perpetual Sunshine

In the colder latitudes a very commendable trend in porch architecture is that of providing the porch openings with both removable sash and screens — the sash for winter use and the screens for summer. There was a time when such porches were confined to the larger residences, but now they are finding a justly prominent place on the smaller homes as well.

Winter, with its blanket of snow, its glitter of ice in the brilliant frosty sunshine and its cold blasts of wind, is a delight to the lover of winter sports and outdoor vigor. But to the "stay at home" people the winter season is a different matter, with only its few hours of sunshine each day, and it is to such people that the enclosed porch, made warm and comfortable, comes as an especial boon.

When the sun porch replaces the living porch there is sometimes a tendency to treat it too much as an interior room. The furnishings should be of a more substantial and less formal character than that used inside, and expensive, conventional draperies eliminated, for if the sun porch is to retain anything of its outdoor atmosphere formal furnishings would not only seem out of place but occasions would surely arise when they would be utterly ruined.

The same porch as shown on page 1. Though limited in size it is tastefully furnished and delightfully pleasant.

Give a Thought to the Furnishings

A well furnished porch answers the same purpose in the summer as the living room in winter, and one should feel the same pride in its furnishings. It is not always the amount spent that brings the most satisfying results but rather the judicious selection of suitable pieces appropriately placed. So numerous are the kinds of furniture obtainable that almost any requirements of type or pocketbook can easily be met.

The hickory furniture which was used almost exclusively in years past still has its advocates and is probably not excelled in places exposed to the weather. Its use on the better porches of today is confined principally to those where a rustic or garden atmosphere is desired. With the coming of the more "homey" porch the fiber and grass types of furniture have come into greater favor. Perhaps one of the reasons for their popularity is the fact that

AEROLUX Shades have made the porch of this summer home the most livable room in the house. An exterior view is shown below.

they may be used inside during the winter months with entire fitness, unless, of course, the interior furnishings are all of a formal character. As a rule the fiber pieces are comfortable, withstand evening dampness fairly well and are reasonable in cost. Some of the newer furniture in brilliantly painted wood adds touches of color usually lacking in other types.

Just what pieces of furniture are to be included is purely a matter of choice and available space. Rockers or chairs, of course. A table for magazines, plants or luncheon. A *chaise longue*, if one strikes your fancy. And no porch seems quite complete without a swing or couch hammock.

The floor covering is also a matter of choice but for the sake of resiliency and warmth should be included if the porch is to serve as an outdoor room. This is particularly true if the floor is of cement or tile for these materials are too hard for comfort, and if children use the porch as a playground, are too cold for little feet and bodies. Very popular and practical are the various types of grass and fiber rugs which come in a variety of colors in both plain and stenciled pattern effects.

Greenery in Abundance

Inasmuch as the porch is a sort of meeting and blending point between the indoors and outdoors it seems appropriate that it should not only be furnished somewhat after the fashion of a living room but also be quite liberally embellished or decorated with growing things. A whole chapter might be written on ways in which the porch can borrow from the glory of the garden. Suffice it to say here that an abundance of greenery is never out of place—whether vines or climbing roses, potted plants or flower boxes gay with living color, ferns, palms or hanging baskets.

One of the newer fads of plant decoration which has much in its favor is that of providing trellises along the house wall and reserving a space for earth in the floor so that plants may grow directly upward against the inner wall of the veranda and thus overcome the crudity of the house exterior as a background.

The porch contributes in no small measure to the attractiveness of this comfortable home.

Shades and Furniture Equally Important

No one would consider the furnishings of a living room complete without window coverings. And yet how often do we see porches and verandas architecturally beautiful, nicely and even elaborately furnished, but useful only a small portion of the time because they lack that most important part of the equipment—the shades.

If for example, any of the porches shown on these pages were open to sun, wind and rain, and exposed to the public gaze, their possibilities for comfort and pleasure would be extremely limited. However, properly shaded, their usefulness is not dependent upon the time of day, the whim of the weather, or the neighbors, but they are livable throughout the entire twenty-four hours of the day.

In the cool and shady seclusion of any of these porches there might be a tea party in progress, Sister might be entertaining, or Dad in shirt sleeves and slippers might be reading the Sunday papers — all without any visible evidence from the outside. Such porches are capable of furnishing greater enjoyment and a more healthful atmosphere in summer than any other part of the home.

The shades not only make the porch itself livable but actually keep the adjacent rooms many degrees cooler by excluding the

sunlight which would, without shades, be reflected and radiated from the porch floor against the walls and through the windows.

The Kind of Shades to Use

In making shades that will give the greatest use we have kept the essential elements of the really livable porch in mind. It should be cool and shady, protected against both the heat and glare of the summer's hot sun. The shades should offer protection against strong winds — yet they should not exclude the delightfully cooling breezes of warm balmy days. They should be durably constructed to withstand years of use. The "man of the house" frequently hangs the shades in the spring and takes them down in the fall and he wants to do the job quickly and easily. The shades must not only have a good appearance when new but ought to retain it indefinitely.

The ordinary canvas drop curtain is effective in shutting out the glare of the sun but it absorbs and radiates heat so that porches so equipped are hot and stuffy. They are air-tight, giving no ventilation. The overhanging canvas awning excludes the mid-day sun effectively enough but it offers neither seclusion nor protection against winds, and is expensive and difficult to install. The very nature of the imported bamboo screens with their flimsy construction and open spaces exclude them from consideration on the better porch from either an efficiency or economical standpoint, for they admit as much sun as they shut out and seldom last more than a season.

AEROLUX Ventilating Porch Shades

With
Patented Hang-Easy
Adjustable No-Whips
Side Glide
Colored Cords

AEROLUX—The Ideal Ventilating Shade

Study the illustration on the opposite page for a minute and you'll see why AEROLUX are the logical Porch Shades to use.

The splints are of tough, pliable basswood and are woven together with the best of fish net twine. The ventilating spaces in the fabric provide the circulation of air so essential to a cool and comfortable porch. On quiet days the warm air rises and escapes through the spaces at the top, cooler air entering in the spaces below. On windy days the splints break the force of the wind. The splints are so closely woven that they effectively shut out any ordinary rain.

Note that the weave is absolutely uniform from the top of the shade to the bottom with no loosely woven sections where sun and rain can enter. This means primarily a handsome appearance but of greater importance it means absolute weather protection. An Aeroluxed porch is ten to fifteen degrees cooler than one unshaded and unprotected.

The Patented "Hang-Easy" takes the trouble and bother out of hanging the shades. You simply drive the special staples included with the fixtures into the porch beam or screen frame and hang the shade to these. The shade may be instantly lifted off in the fall or re-hung the next year without first searching the house for tools or fixtures. Anybody can hang the shade correctly in a few minutes' time. It doesn't require a carpenter or mechanic. Combined with the "Hang-Easy" are brass glides of special design over which the raising cords glide without wear.

The new Side Glide takes the raising cords out of the porch opening and keeps the shade hanging straight.

Note the **adjustable "No-Whip" Cord.** This cord is exclusively Aerolux and is one of the most appreciated of all the Aerolux features. There are two to each shade to hold it securely in place without any whipping or flapping. The sliding block near the bottom takes up all stretch in the cord. The brass glide at the bottom prevents wear. Note that these cords come as a part of the shade equipment and do not have to be installed separately.

Showing how Aerolux Shades may be applied to screen doors and to odd shaped openings.

The warp cords with which the splints are woven together is exactly the same stock as that from which fish nets are made. It is a special seine twine made from long fiber sea island cotton and designed for use under varying weather conditions.

All cords are colored to match the splints instead of being left white, adding greatly to the shade's attractive appearance.

Weatherproof stains made with a creosote base are used exclusively. These stains, rich with preservatives and weatherproof pigments are literally squeezed into the splints. It is this thorough saturation plus a special smoothing process that gives to **AEROLUX** shades the lasting beauty which distinguishes them from the ordinary porch shade.

The Unusual Economy of AEROLUX

AEROLUX are *quality* shades from top to bottom. In design, in materials and in workmanship we never lose sight of the fact that the finished product will be used in all kinds of weather and will be expected to give several years' service. Even if they did cost more in the first place than ordinary shades they would be cheaper in the end because of their unusual durability. But quantity production and large distribution have enabled us to keep costs down so that even their original price is no higher than that of other shades and their ultimate cost much less.

There is no other part of the furnishings that will make the porch so attractive and inviting to the family and their guests or pay such definite dividends in comfort and pleasure as an **AEROLUX** equipment.

A variety of soft pleasing colors is available so that shades of harmonizing tones may be secured for any surroundings. Stock shades range from three to twelve feet in width and will fit the average porch openings. (See page 16 for details of color, sizes and grades.)

Modern Priscilla Approves AEROLUX in the Proving Plant Sun Porch

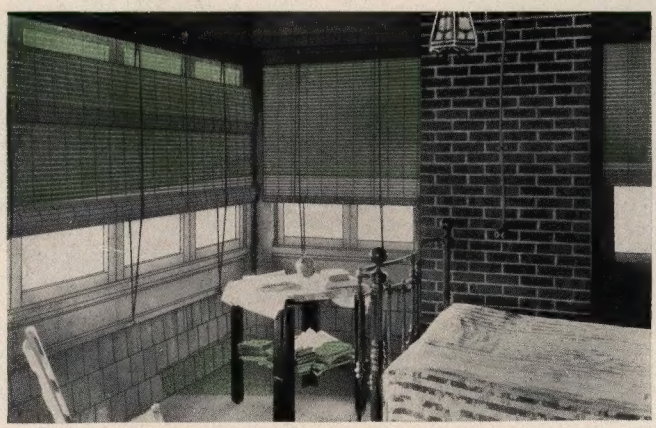
In one of the suburbs of Boston, Modern Priscilla maintains the Priscilla Proving Plant (illustrated below and also on page 4) where household furnishings, devices and food products are tested under actual living conditions. After testing **AEROLUX** Shades in their sun porch for a seven months period they placed upon them their unqualified stamp of approval. Not only did they approve of the shades but kept them there as part of the permanent furnishings because they preferred them for sun porch use to the usual window shades.

The rustic texture, beautiful finish and harmonious colors of Aerolux fabric are entirely in keeping with the other furnishings usually found on such sun porches.

The Ideal Shade for Sleeping Porches

Because human health and happiness are so directly dependent upon the air we breathe, the idea of sleeping out-of-doors, even though we live in the city, came into being and the sleeping porch has been established for all times.

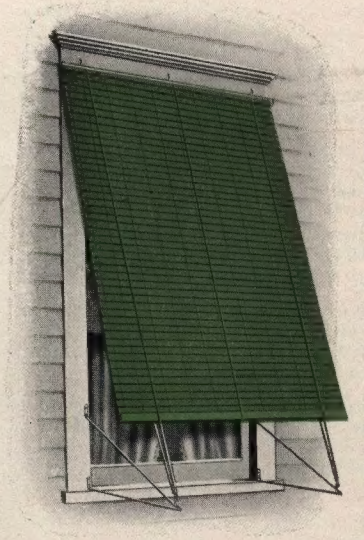
Regardless of the number or arrangement of windows in a bedroom it is seldom that there is that free circulation of outside air that is so essentially necessary to our health and comfort. Only those who have slept out-of-doors know what it is during the warmer months to awaken in the morning, really refreshed, clear headed and ready for the tasks of another hot day.



Among outdoor sleeping enthusiasts AEROLUX Ventilating Shades long ago gained a popularity not enjoyed by any other type of shade.

The ventilating fabric gives the required circulation of air — a circulation not possible with canvas curtains. At the same time the necessary seclusion is maintained. The No-Whip cords hold the shades securely in place so that there is no noisy flapping to annoy sleepers. The shades are so staunchly constructed that they may be used in all kinds of weather.

If desired the shades may be equipped with special attachments which will allow them to be dropped from the top as well as rolled up from the bottom.



AEROLUX Window Awnings

The splint fabric used in these awnings is similar to that used in AEROLUX Porch Shades, differing only in that it is heavier to stand additional strains. They are a most effective awning for sun exposed windows because, unlike canvas, they shut out the heat and glare of the sun without excluding the air.

Are easily installed. May be taken down or re-hung in a moment. Patented No-Whips hold them firmly in place, preventing unpleasant and destructive flapping.

Specifications of AEROLUX Shades

Aerolux Shades — This is the standard medium priced shade and the one most generally used on living, dining and sleeping porches. We especially recommend it for the permanent home. Splints are ⅞ inch wide. All cords colored to match the splints. Complete with all fixtures for hanging. Stock widths—3¼, 4, 5¼, 6, 7¼, 8, 9¼, 10 and 12 feet. Stock lengths 6 feet and 7 feet 6 inches. Stock colors—No. 1 Walnut, No. 2 Brown, No. 4 Olive, No. 5 Green, No. 6 Gray, No. 7 Brown and Olive, No. 8 Green and White, No. 9 Brown and White.

Koolite Shades — Made for those who desire a cheaper shade than Aerolux. Well made throughout but has a slightly coarser fabric than the Aerolux. Stock Widths 3¼, 4, 5¼, 6, 7¼, 8, 9¼, 10 and 12 feet. Stock length — 6 feet 8 inches. Stock Colors — No. 22 Tan, No. 23 Green and No. 24 Tan and Green.

DeLuxe Porch Shades—Especially adapted to Sun Parlors and porches where extra quality and decorative effects are desired. Splints are ½ inch wide. All cords colored to match the splints. Stock widths — 3¼, 4, 5¼, 6, 7¼, 8, 9¼, 10 and 12 feet. Stock length 7 feet 6 inches. Stock colors — No. 11 Olive, No. 12 Brown, No. 13 Gray, No. 14 Green, and No. 15 Walnut

Special sizes and colors — Stock sized shades will generally fit the average porch opening. However we will make special sizes when desired in any width up to 20 feet and in any length. Special colors can also be furnished when necessary.

Aerolux Awnings—Supported at the top by hooks and at the bottom by brackets, both hooks and brackets being screwed to the window frame or casing. Stock widths — 30, 34, 39, 42, 48, 54, 58, 68, 77, 96 and 120 inches. Stock lengths — 5, 6, 7 and 8 feet. Stock colors, Brown, Olive and Green.

How to Measure for Shades and Awnings.

Greatest porch comfort can be obtained only by completely shading all the openings including screen doors or openings above the steps. North openings should be shaded for seclusion and protection against wind and rain.

A single wide shade across an opening is generally preferable to two narrow shades. If the shades hang between posts a clearance of at least ¾ inch on each side should be allowed. If two shades are used in an opening a similar clearance between them is necessary. If the width of shades which are to overlap posts is limited by post caps which extend beyond the face of the beam we recommend that a furring strip thick enough to be flush with post caps be fastened to the beam.

On unscreened porches, shades are generally hung on inner face of beam about 4 inches above bottom of beam. On screened porches the shades may be fastened directly to the screen frames, an overlap of 1 inch being allowed on the frames. When shades are hung on screen doors as shown on page 12 they should be about 3 inches narrower than the door and about 1½ inches longer than the distance between top and bottom members. If there is a screen panel above the door a splint fabric panel of the same size and with moldings all around may be used when desired.

The easiest method of fastening a shade to a stucco beam is to nail a wooden strip on the inner side of the beam and fasten shade fixtures to this. Where brick or concrete construction is encountered, holes should be drilled with a ½ inch cement drill and plugged with hard wood, and the fixtures fastened to the plugs.

Awnings should overlap the window casing 4 to 6 inches on each side and should be from 6 to 12 inches shorter than the height of the opening. On brick buildings where wooden frames are set back from the face of the wall these frames must be furred out across the top by a wood strip flush with the wall, so as to permit the awning to overlap.

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PORCH SHADES

"More Home to the House"